

# ORLANDO Business Journal

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## Builders banking on the Lake Nona effect

Orlando Business Journal - September 8, 2006

Developers are buying up property near Lake Nona.

The latest announcement comes from Orlando-based Unicorp National Developments Inc., which bought 30 acres at Narcoossee and Dowden roads for an \$80 million mixed-use project.

It will feature 130,000 square feet of retail and office and 400 town homes or apartments, says Chuck Whittall, co-principal of Unicorp. Whittall hopes to break ground on the project sometime next year.

It is not officially part of the Lake Nona master-planned community.

But Tavistock Group, which developed Lake Nona, doesn't mind when other developers use the name as a geographical reference. After all, that area has become known as Lake Nona, says spokeswoman Hue Lien Duxbury. "It's a positive thing for us."

Green with envy

West Orange High School in Winter Garden is the envy of downtown Orlando's Citrus Bowl.

That's because the school's Raymond Screws Field is getting a state-of-the-art synthetic turf at a cost of \$510,000 that the Citrus Bowl wishes it had.

The artificial field should be ready in time for the Warriors' homecoming football game on Sept. 22, says John Boston, the school's athletic director.

He says West Orange High is in the running with three other area high schools to host practice sessions for one of the Capital One Bowl teams that will play at the Citrus Bowl on Jan. 1.

Boston hopes the school's synthetic turf, to be paid for by funds raised from the community by the nonprofit West Orange Foundation, will tip the scale in WOHS' favor.

Sloooooooow food

Orlando is finally getting its own local chapter, or convivium, of Slow Food, an international organization devoted to the idea of saving the world's food heritage by promoting a respect for the traditions of the table and the diversity of local foods.

Troy Bond, vice president of operations for a gourmet food market dubbed Harmoni that's

opening next month in College Park, is among the eight founding members of the group.

Bond says at the first meeting, which included Vietnamese spring rolls made by writer Adrian Hale, the group decided it would devote its resources to encouraging local food artisans, particularly in the Vietnamese community, encouraging slow food thinking in schools and building awareness of businesses and restaurants that promote -culinary traditions.

"We're going to keep our business meetings to one time a year," Bond says, "so we can focus on bringing the idea to Orlando."

Spaced out

**MySpace.com** trolls have discovered the Orlando Magic.

Orlando Magic fan Nemo Without The 'N' writes: "We goin' all the way this year. Dwight's the new improved less fatter, more talented and better looking version of Shaq. Dwight 4MVP."

Cute, sassy and sometimes raunchy messages, along with hundreds of photos of guys and gals is all part of the Magic's package on its [www.myspace.com/nbaorlandomagic](http://www.myspace.com/nbaorlandomagic) page.

In joining one of the fastest-growing online communities, the Magic hopes to expand its fan base worldwide.

Chris D'Orso, vice president of marketing and ticket sales for the Magic, says the team is always looking to use cutting-edge technology to connect with fans. "MySpace is one of the hottest social networking online communities right now, and it allows us to instantly reach a younger audience with our message," he says.

Nest-egg capital?

Here's one thing Orlando isn't known for nationally -- nest-egg building and nurturing.

In fact, Orlando isn't even in the top 350. Sadly, the city comes in at a paltry No. 367.

The A.G. Edwards Nest Egg Index ranks America's 500 top-performing communities and the 50 states based on their residents' personal savings and investing behavior.

Los Alamos, N.M.; Bridgeport-Stamford-Norwalk, Conn.; and San Jose, Calif., took the top three spots.

In Central Florida, Orlando got beat by Melbourne-Titusville-Palm Bay, No. 246; The Villages, No. 270; and Daytona Beach, No. 366. However, Orlando did surpass Tampa-St. Petersburg-Clearwater, No. 379; Ocala, No. 463; Pensacola, No. 470; and Miami-Fort Lauderdale, No. 471.

Terrorists, -schmerrorists

American airline travelers are basically no more worried about getting blown up through airline terrorism than losing their luggage, says a new study by the British market research firm -Taylor Nelson -Sofres Plc.

Some 25 percent worry about airline terrorism, while 26 percent fret about lost baggage and 24 percent fear travel delays caused by heightened security measures.

Moreover, the new Transportation Safety Administration restrictions on baggage have barely made an impression on travelers, with 50 percent saying they would pack items forbidden by the new rules anyway, while 25 percent would buy them on arrival.

#### Pizza pairings

A few enthusiastic wine lovers will get a chance to sample some big red wines from California -- and choose the city's best pizza -- at an upcoming cook-off at the Sub-Zero/Wolf Showroom at 9777 Satellite Blvd. in south Orlando.

Founder Lisa Wilk says Orlando Uncorked (<http://www.orlandouncorked.org/>) is bringing back its pizza competition, last held in 2003, which pits the best pizzas as chosen by Orlando magazine, Orlando Weekly and City Search against each other.

Chefs from Brooklyn Pizza and NYPD Pizza will prepare their pies in the showroom's top-of-the-line ovens Sept. 14, with participants choosing a winner. The pizza will be paired with Zinfandels, Syrah and Cabernet Sauvignons from Ravenswood and Toasted Head.

Is there a wine that pairs with anchovy?

#### Wing it over to OIA

For those interested in getting a piece of the \$3 billion in construction projects either under way or being proposed at Orlando International Airport, an outreach event will be held at the Hyatt Regency Orlando Airport on Sept. 14 from 8 a.m. to 11 a.m.

The event will share tips on how to do business with the Greater Orlando Aviation Authority. Those who should attend include building contractors, specialty trade contractors, commercial contractors, heavy and civil engineering contractors, materials and equipment providers, and business development resource organizations.

RSVPs are not required, but suggested. Contact Anita Lemmon at (407) 825-4076 or [alemmon@goaa.org](mailto:alemmon@goaa.org).

#### Tough act to follow

For 13 years, national human resources provider Administaff Inc. relied on a series of radio ads -- featuring a fictional CEO named Kay and her imaginary Walla Walla Corp. -- to build its reputation.

The humorous spots have made way for a more personalized approach, and veteran public relations guru Lori Booker is the star of a pair of radio spots currently airing in Orlando. Seems Booker's agency, CBR PR, is a client of Administaff (NYSE: ASF), which chose Booker's dulcet tones to advertise its services in Central Florida.

Staff report compiled by: Jill Krueger, Carlos Galarza, Bob Mervine and Chris Kauffmann.

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